



FRIENDS FOR LIFE CORP. AWARDED \$30,000 LISTEN FOR GOOD GRANT (2018); PLOUGH FOUNDATION PROVIDES LOCAL MATCH WITH NATIONAL FUNDER GROUP

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(Memphis, TN)- The Plough Foundation is delighted to announce that they are continuing their partnership with Fund for Shared Insight and its signature national initiative, Listen for Good (L4G), a multi-year program designed to match national funder dollars with place-based foundation funds to provide grants to local organizations to support continuous improvement work based on feedback from the people nonprofits serve.

“The Plough Foundation is delighted to continue to team up with Fund for Shared Insight and support community groups in their efforts to hear from the people we collectively seek to help,” said Rick Masson, Executive Director of the Plough Foundation. The Foundation’s Director of Research and Program Evaluation, Katie Midgley, is also enthusiastic about the continued association, stating that her organization “appreciates more the ever the value of supporting and welcoming feedback.”

Fund for Shared Insight announced the 59 newly selected grantees to participate in Listen for Good (L4G) this fall. Ultimately, L4G will capture and share lessons learned with grantees, co-funders, and the field to improve the feedback movement and inform future efforts.

Among the new grantees is Memphis-based organization Friends For Life (FFL) Corporation. The mission of Friends For Life, the Mid-South’s oldest and largest AIDS Service Organization, is to prevent the spread of HIV and to help those affected by HIV/AIDS live well. Among their many programs, Friends For Life provides clients with the nutrients (via healthy food) they need to make sure their HIV medications are working effectively. The staff will be collecting feedback on their nutritional services programs to better understand the client experience in order to optimally serve them and to assure they live their happiest, healthiest, and most fulfilling life possible while achieving viral suppression for HIV.

“Listen for Good provides a rare opportunity to explore each client’s perception of the FFL Nutrition Services Program, better understand their challenges at home and in the community and transform that data into a tangible and actionable program design. We are very excited about working with the phenomenal staff at this organization!” said Melinda Tuan, Managing Director of the Fund for Shared Insight.

“We are truly excited to connect with Listen for Good. This will be an excellent tool to achieve both an understanding of FFL client perspectives as well as their experience with food access and insecurity,” stated Abigail Roche, Nutrition Manager of Friends For Life.

This FFL grant period is from Oct 1, 2018 through June 30, 2020, and the group has already received their first payment of \$20,000 to plan and begin the process. They will start feedback collection in the new year.

Plough Foundation was honored to support two other local groups as a Listen for Good co-funder, beginning in the first pilot round in 2016.

About Fund for Shared Insight

Fund for Shared Insight is a national funder collaborative working to improve philanthropy by elevating the voices of those least heard. Created in 2014 as a partnership among six core funders, Shared Insight has grown to include nearly 100 co-funders and more than 200 grantee partners working to promote rigorous and systematic feedback loops as a valued and widely practiced complement to monitoring and evaluation in the social sector. In 2016, Shared Insight partnered with Survey Monkey to launch Listen for Good, a semi-standard survey that adapts the Net Promoter System, widely used by businesses to collect customer feedback, to the nonprofit client context. For more information, visit www.fundforsharedinsight.org or contact Melinda Tuan at melinda@fundforsharedinsight.org.

About Friends For Life Corporation

For more than three decades, Friends For Life has been preventing the spread of HIV and helping those affected by HIV/AIDS live well. Our holistic, client-centered approach provides a variety of services coordinated through one centralized model. We strive to address the roots of need—including stigma and inequality—to improve health and wellness for everyone we serve. Our goal is to eliminate new transmissions of HIV in Memphis and the Mid-South and empower those living with HIV to become their healthiest, happiest selves.

About the Plough Foundation

The Plough Foundation strives to meet the many social and economic needs in Memphis and Shelby County. As the Foundation’s founder, Abe Plough, profoundly stated, “You do the greatest good when you help the greatest number of people.” These words sum up Mr. Plough’s philanthropic vision and provide the mission-driven framework under which the Plough Foundation still operates today.